



Director of Marketing and Community Engagement, Office of Innovation and New Schools

Salary: Commensurate with experience

Tour of Duty: 12 Month Position

Location: Detroit, MI

Reports To: Chief of Innovation and New Schools

To Apply: Submit a current resume via email to eaajobs@eaaofmichigan.org

Our students need your expertise, passion and leadership.

We are looking for highly motivated and skilled talent to join our team at the Education Achievement Authority of Michigan (EAA). We seek individuals who are passionate about transforming the lowest performing schools in Michigan and making a significant difference in the lives of students, parents, principals, teachers, and central office employees.

Currently, the EAA runs fifteen schools of which twelve are direct-run and three are operated by a charter. Under the new leadership of the Chancellor, the EAA is committed to being a system of high-performing schools and not just a school system. We believe that all children are capable of high academic achievement. We continuously seek methods of improvement while enhancing the great work that our teachers, leaders and support staff do on a daily basis. Join our team!

Position Overview

To ensure the success of charter schools, the EAA Office of Innovation and New Schools seeks to employ a Director of Marketing and Community Engagement (DMCE) to ensure that the community has an active and meaningful voice in the selection, authorization and placement of high-quality charter schools. The Director of Marketing and Community Engagement will collaborate with the Director of New Schools to recruit high-quality Charter Management Organizations to open schools under the EAA's Authorization. The DMCE will also be an advocate for fairness in the Office of Innovation and New Schools, serving as an independent intermediary between the OINS and its constituents and fielding and responding to parent/community concerns as necessary.

Essential Duties and Responsibilities

The below statements are intended to describe the general nature and scope of work being performed by this position. This is not a complete listing of all responsibilities, duties, and/or skills required. Other duties may be assigned.

- Develops and implements a strategic marketing plan for the cultivation of promising individuals or charter operators to the state of Michigan



- Develops and implements a strategic plan for corporate partnerships in accordance with state law
- Develops and implements a strategic plan for community engagement which provides parents, stakeholders and community members with access to the application, selection, and authorization processes
- Identifies and solicits new sources of financial support for new schools
- Fields and resolves parent/community engagement concerns as necessary
- Serves as a resource for OINS staff in formulating or modifying policy and procedures
- Functions as a sensor within the OINS to identify problems or trends that affect the entire district or significant parts of the community; recommends creative ways to address these concerns
- Conduct audits, evaluations, and investigations to assess the economy, efficiency, effectiveness, and accountability of public resources

Qualifications

- Bachelor's degree (*required*); Master's degree (*preferred*)
- Ability to travel within Michigan on a limited basis (*required*)
- Exceptional project management and organizational skills
- Knowledge of the issues and practices within a school a system and experience in equity based decision making; previous experience in education strongly preferred
- Outstanding communication, problem solving, and conflict management skills; and the ability to explain and articulate complex concepts
- Ability to develop productive working relationships across a wide variety of individuals and groups, both internally and externally

The Education Achievement Authority does not discriminate against, deny benefits to or exclude participation by any person in its programs, activities or employment on the basis of age, race, sex, color, national origin, creed, religion or handicap.